



# COMPANY OVERVIEW

## ABOUT AMWAY

Amway is a global direct selling company based in Ada, Michigan (US) that offers high quality, innovative products and solutions that promote a healthy and conscious lifestyle. Since 1959, Amway has helped people live better lives in more than 100 countries and territories around the world.

## THE AMWAY BUSINESS OPPORTUNITY

Amway offers the flexibility to build a business that aligns with your individual passions. This is an opportunity that lets anyone, anywhere achieve their personal goals and get more out of life. Plus helps others do the same!

Amway Business Owners generate income by promoting, science-based products and solutions that support wellbeing goals like better nutrition, healthier-looking skin and a safer home.

Amway **1**  
is the no. **1**  
direct selling  
company  
in the world.

[2026 Direct Selling News Global 100](#)

## OUR VALUES

are more than just words — they guide how we work, how we collaborate, and how we grow together. They shape our culture and define who we are.



Partnership



Integrity



Personal Worth



Responsibility

# AMWAY BY THE NUMBERS

**100+**

countries and territories in which Amway operates

**13,500+**

Amway employees around the world

**1M+**

Amway Business Owners around the world

**750+**

patents and patents pending globally



**\$7.3B**

in 2025 sales

## 450+ PRODUCTS IN OUR PORTFOLIO

all offered exclusively through our Amway Business Owners

NUTRITION



BEAUTY & PERSONAL CARE



HOME



ATMOSPHERE III



**14 Scientific Advisory Board** members – global experts in health, nutrition and beauty – collaborate with our internal experts to advise on research activities and offer scientific recommendations. [Learn more](#)

**Nutrilite™\* is the world's #1 selling vitamin and dietary supplement brand.**

Verified by GlobalData

\*Nutrilite™ is sold as Nutriway™ in Australia, Denmark, Finland, Norway, Sweden, Turkey, and New Zealand.

## Transparency beyond ingredients

Tracing ingredients from plant to products helps people make the best decisions for themselves and their families. Amway supplements, skin care, body care and oral care products contain traceable botanicals sourced from Amway-owned certified organic, under US law, farms or NutriCert™\*\* certified partner farms around the globe. There, we enforce strict visibility, quality and sustainable practices. Our non-botanical suppliers also meet rigorous visibility and quality standards.

We don't stop there. Our entire product creation process is traceable – from the science behind our formulas, to our manufacturing, packaging, safety tests and checks, and more.

\*\*NutriCert is our exclusive agricultural certification program, owned by Amway and verified by Ecocert SA. NutriCert certification ensures our partner farms meet the same quality requirements that we adhere to on our own farms. Every farm that furnishes botanicals and plants used in Nutrilite products must meet our strict NutriCert quality standards for purity, safety and efficacy.

**2,400 hectares**

of certified organic farmland in the US, Mexico and Brazil grow plants for Amway products using sustainable, regenerative farming methods

Europe | Australia/New Zealand | Southern Africa

# AMWAY ESAN

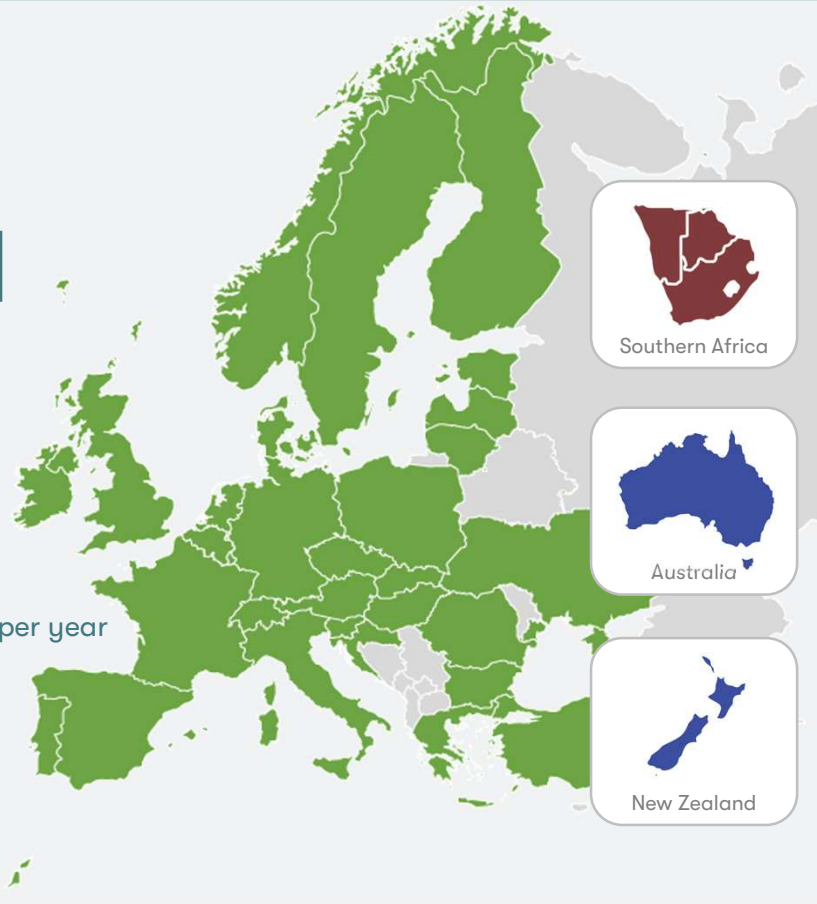
## Shaping the Future

3.5% sales increase  
to \$439M (2025)

+1,120 employees      +2.1 M parcels shipped per year

13 currencies      28 languages

10 offices      34 countries



## CORPORATE SOCIAL RESPONSIBILITY (CSR) AT AMWAY ESAN

We care for the communities we serve – and find joy and hope in supporting them. This is about more than the words we say. It’s about the actions we take to impact change.

### OUR CSR PILLARS



#### HEALTH + WELLBEING

Support access to critical nutrition, health and wellness education to help children and families live healthy, properly nourished lives.



#### EMPOWERMENT

Empower individuals to be agents of positive development for themselves and their families as they build a path toward long-term financial stability.



#### ENGAGEMENT

Drive a culture of community engagement and volunteerism that helps employees and business owners connect, contribute and commit.



#### SUSTAINABILITY

Committed to becoming a more sustainable company because helping people live better lives starts with making our planet better.

### COMMITTED TO COMMUNITY

105,000+

Amway products donated to food banks and NGOs in 2025

≈3 Million €\*  
in-kind donations in 2025

\*retail price, including VAT

47,000 €

2025 grant program (AmGive) to NGOs across ESAN nominated by employees and ABOs

+450,000 €

donated to Ukraine for medical supplies and sports education equipment

Proud member of



The European Direct Selling Association

LEARN MORE

[Amway ESAN Newsroom](#)

[Amway Global Impact Report](#)

CONNECT WITH US

